

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

is a phrase heard daily in a number of leading colleges where campus-limited radio stations have taken their places with college dramatic clubs and campus newspapers as leading undergraduate activities.

Campus-limited radio is broadcasting by and for students. It is important to undergraduates as a medium of expression, as practical experience in a new, vigorous art, and as a real service to the college community. In addition, radio classes find the campus-limited station a perfect outlet for their productions.

Heard only on campus, these stations broadcast by "wired-radio", sending their signals over wires to the dormitories and college buildings. Anyone can listen on any AM radio - if he is in one of the college buildings. Because the signal stays close to the wires, no license from the F.C.C. is required, as long as their standards are met.

College listeners want - and respond to - programs beamed especially to them. They like recordings of fine music, Reports and analyses of world news, campus news prepared and presented by a student staff; they enjoy dramatic and variety programs, and dance music and college sports broadcast from the scene by fellow students. The college

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audience is loyal to its stations, because these stations offer something no professional broadcaster can ever duplicate.

Broadcasting as a student activity is many things to many students. Unlike more traditional forms of expression, it makes use of many diverse talents - dramatic, literary, musical, engineering, business, executive - and many types of background. Programs are prepared in cooperation with departments of instruction, debating councils, dramatic clubs, the campus newspaper, and other similar campus groups. The campus station is the voice of campus life.

Equipment similar to that used in standard stations may be purchased, or it may be built at lower cost by interested students. Most campus stations are expanded over a period of years; one may be started for as little as \$500. What student broadcasters lack in expensive equipment they make up in good measure by patience, industry, and clever use of available resources.

Campus stations are in operation at:

Alabama	R.P.I.
Brigham Young	South Carolina
Brown	Southern Methodist
Columbia	Stanford
Cornell	Stephens
Duke	Swarthmore
Denver	Temple
Harvard	Union
Idaho	U.S. Naval Academy
Mary Washington	V.P.I.
North Carolina	Wesleyan

and at many other colleges and universities.

College broadcasters do not operate for profit and few pay salaries. Many have grants from student activity funds for all or part of their operating expenses, and most stations cover part of their expenses by the sale of time to commercial advertisers. Local and national firms buy time the same as they buy space in campus newspapers.

Now in its fourteenth year, campus radio has demonstrated that it combines practical training and experience with all the educational values of any co-operative group activity. In the expanding field of educational radio, there will be a need for broadcasters with liberal college backgrounds and radio experience. Many of them may come from campus stations. And the majority who do not follow careers in radio will be more discriminating listeners by virtue of their experience.

Campus broadcasting is an integrating force in campus life. It brings students and faculty together in discussions, quizzes and dramatic programs; it helps show the relation between academic subjects and world problems; it helps to unify the college community. In addition, it brings students in different colleges closer together through a continuously active central clearing house, the Intercollegiate Broadcasting System.

Early in 1940 campus broadcasters recognized that a pooling of resources was essential to success. Radio is a highly technical field, in which creative work hinges upon many kinds of highly specialized knowledge. To provide this

expert advice, promote exchange and co-operation between campus stations, and encourage the further development of campus radio, they joined to form the Intercollegiate Broadcasting System.

IBS is a non-profit corporation, owned and operated entirely by the campus stations. It is governed by a council of regional directors elected by its member stations, and financed by dues.

AMONG OTHER THINGS:

IBS operates script and transcription libraries for program exchange;

IBS publishes a Bulletin, and hand-books on various aspects of radio;

IBS sponsors regional meetings of student broadcasters to exchange ideas;

IBS maintains standards of operation for campus stations and represents them collectively in matters of music rights, radio law, and before the general public;

IBS provides its members advice and aid on all the specialized aspects of broadcasting, including equipment design, studio design, programming, audience research and station administration;

IBS provides groups interested in starting campus-limited stations with full information.



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